

Collegiate Apprenticeship Communications Coordinator

Colorado Department of Higher Education

POSTING DATE: December 21, 2021

CLOSING DATE: Open until filled

COMPENSATION: \$45,000 - \$50,000 annually

DESCRIPTION OF JOB:

In 2019, the Colorado Department of Higher Education (CDHE) and the Colorado Community College System (CCCS) were awarded a \$12 million grant from the U.S. Department of Labor to increase healthcare apprenticeships connected to institutions of higher education within the state of Colorado.

Jointly reporting to the Director of Collegiate Apprenticeships and the Director of Communications, the collegiate apprenticeship communications coordinator is a key staff member of CDHE's collegiate apprenticeship team.

The collegiate apprenticeship communications coordinator works within a dynamic ecosystem of state agencies and local partners. This position is a temporary, grant funded position available through July 14, 2023.

Essential Duties & Responsibilities

Strategic Communications

- Work closely with the CDHE's director of communications to leverage the relationship with a 3rd party communication firm to create, implement, and execute compelling communications and marketing resources and tools for collegiate apprenticeships
- Maintain up-to-date knowledge of the details related to apprenticeships and collegiate apprenticeships, specifically
- Meet with CDHE and CCCS staff members to understand, prioritize and execute their communication needs
- Update and maintain collegiate apprenticeship website; provides clear information for prospective employers and prospective apprentices
- Work with external stakeholders in the Colorado Community College System (CCCS) and Colorado Department of Labor and Employment (CDLE) to coordinate communication about apprenticeships
- Evaluate the effectiveness of the communications plans, using data, when available, in meeting desired outcomes and strengthening the collegiate apprenticeship brand

OTHER DUTIES & Responsibilities

- Attends CDHE, communications and collegiate apprenticeship meetings
- When necessary, provides outreach on behalf of collegiate apprenticeships
- Assist in other duties, as assigned

QUALIFICATIONS:

Minimum Required Qualifications:

- Bachelor's degree from an accredited college or university in communications or related field. Or in place of a bachelor's degree, four or more years of experience demonstrating the skills and competencies required for this position

- Minimum of 2 years of experience in developing, managing, and creating communications and/or marketing resources.
- Outstanding written and verbal communication skills; able to write and publish concise copy in a fast-paced environment

Preferred Qualifications:

- Able to communicate and convey complex information as simply as possible
- Experience in managing vendor contracts and working with outside vendors to secure communications services
- Strong project management skills with the ability to meet deadlines and ensure that objectives are achieved
- Knowledge of and enthusiasm for higher education and the evolving world of social media and technology
- Commitment to equity and inclusion with ability to integrate equity and inclusion into work
- Ability to repurpose content for multiple platforms, including social media platforms
- Knowledge and previous use of AP style
- Experience with website updating and maintenance, including knowledge of HTML, as well as knowledge of Adobe Dreamweaver, Drupal 8, and WordPress or similar content management systems
- Experience in creating communications resources from start to finish and in measuring their success
- Experience with photography and video, including editing, uploading, and posting to a website

As a condition of employment employees will be required to attest to and verify that they are fully vaccinated for COVID-19, or submit to twice weekly serial testing. This offer is therefore contingent upon your attesting to your vaccination status with proof of vaccination within three (3) business days of first day of work, or participating in twice-weekly serial testing for COVID-19. Testing will take place in-person and will be considered paid work time. Be advised that “fully vaccinated” means two (2) weeks after a second dose in a two-dose series of the COVID-19 vaccine, such as the Pfizer or Moderna vaccine, or two (2) weeks after the single-dose vaccine, such as Johnson & Johnson’s Janssen vaccine, as defined by the State of Colorado’s Public Health Order and guidance issued by the Colorado Department of Public Health & Environment

WORKING CONDITIONS

Works in a normal office environment. Does not require physical activity other than that typically utilized in such a setting, working with standard office equipment such as phone, fax, and personal computers. The normal working hours are 8 a.m. to 5 p.m., Monday through Friday. Must be available on occasion for evening events and meetings. The department is currently working from home and is expected to resume working in an office environment sometime in 2022. You must reside in the State of Colorado to work for the Department.

Benefits:

- The Colorado Department of Higher Education offers benefits for this position which include medical, dental, vision, and life insurance available to the employee and eligible dependents on a cost share basis between employee and the Department.
- Disability insurance is provided at no cost to the employee.
- Paid leave time is accrued at 14 hours per month for vacation leave and 10 hours per month for sick leave. There are 10 paid holidays in a calendar year.
- Employees of the State of Colorado do not contribute to Social Security, but contribute to Colorado Public Employee Retirement Association (PERA)

APPLICATION PROCEDURES:

To be considered for this position, candidates must possess the minimum qualifications listed above and submit the following: Cover letter and resume. Submit your completed application materials to:

HR@dhe.state.co.us

Or:

Colorado Department of Higher Education
Attention: Human Resources
1600 Broadway, Suite 2200
Denver, Colorado 80202

This position is not governed by the selection process of the classified personnel system and is not part of the classified state personnel system.

Application Deadline: Position will remain open until filled. Application review begins immediately and position start is immediate. Employment is contingent on successful completion of a criminal background check.

The State of Colorado believes that equity, diversity, and inclusion drive our success, and we encourage candidates from all identities, backgrounds, and abilities to apply. The State of Colorado is an equal opportunity employer committed to building inclusive, innovative work environments with employees who reflect our communities and enthusiastically serve them. Therefore, in all aspects of the employment process, we provide employment opportunities to all qualified applicants without regard to race, color, religion, sex, disability, age, sexual orientation, gender identity or expression, pregnancy, medical condition related to pregnancy, creed, ancestry, national origin, marital status, genetic information, or military status (with preference given to military veterans), or any other protected status in accordance with applicable law.

The Colorado Department of Higher Education is committed to the full inclusion of all qualified individuals. As part of this commitment, our agency will assist individuals who have a disability with any reasonable accommodation requests related to employment, including completing the application process, interviewing, completing any pre-employment testing, participating in the employee selection process, and/or to perform essential job functions where the requested accommodation does not impose an undue hardship. If you have a disability and require reasonable accommodation to ensure you have a positive experience applying or interviewing for this position, please direct your inquiries to our Human Resource Director, Cindy Langan, at HR@dhe.state.co.us or call 720.264.8575.